

ANALYSIS OF FACTORS ASSOCIATED WITH DECISIONS IN PURCHASING WAYANG MOTIF LEATHER CRAFT (CHISEL DECORATION) BY FOREIGN TOURIST (CASE RESEARCH AT CENTRAL INDUSTRIAL VILLAGE OF BANTUL REGENCY YOGYAKARTA)

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ABSTRACT

In meeting demands of tourism, local government and the people of Yogyakarta have been developing small and medium enterprises related to products of culture and customs of Yogyakarta. Craft shops (*art shops*) which sell *wayang* motif leather crafts grow and thrive in the village of Panggunharjo Sewon, wukirsari Imogiri and Bangunjiwo Kasihan Bantul regency Yogyakarta. So with these, researchers wanted to probe what factors are taken into account by consumers in purchasing *wayang* motif leather crafts products (*chisel painting*) at the craft shops (*art shop*) in Bantul and which factors have the most dominant relationships in the decision to purchase them. In this research there are 9 (nine) independent variables (X) and 1 (one) bound variable (Y), namely variable that affects or relates to other variables or that is investigated in terms of its impact and relationship. Based on the data from the respondents in this research, there is potential increase of income for residents or people in Bantul Regency. Among others is by extending the market scope of the products to export orientation as indicated that many foreign tourists from European and Asian countries show interests and purchase various kinds of the products when they visited the shop in Bantul.

KEYWORDS

Factor, Relationships, decisions in purchasing, leather crafts

1. RESEARCH BACKGROUND

Yogyakarta is one of the tourism sites in Asia Pacific Region that attracts overseas and also domestic tourist; hence Yogyakarta has potential to be developed as a city of tourism for its rich culture and various kinds of cultural artifacts and crafts which have a uniqueness of originality from Javanese culture. This condition is proven by more and more foreign and domestic tourist come to Yogyakarta from annually. This Growth opens opportunity for tourism industry to be more expanding and becoming an expected pledge product which can provide job and absorbed labor and can provide income revenue for country. As active role form from local government and society dealing with such growth of tourism, then government and society have developed or provided tourism facilities and infrastructures.

Table 1. Growth of Export DIY Year 2003-2008

YEAR	VOL.	%	VALUE	%	COM	%	G	%	EKS	%
2003	35,64	-4,27	115,32	4,70	72	-7,69	90	0,00	260	31,98
2004	42,30	18,68	122,27	6,02	81	12,50	92	2,22	243	-6,54
2005	47,28	11,77	143,47	17,34	86	6,17	96	4,35	249	2,47
2006	41,49	-12,24	138,47	-3,48	97	12,79	93	-3,12	248	-0,40
2007	36,62	-11,73	125,56	-9,32	101	4,12	99	6,45	235	-5,24
2008	40,58	10,88	130,25	3,73	103	1,98	97	-2,03	256	8,93

Exp. Volume: million Kg, Value: million US\$

Source: On duty Perindagkop Prop. DIY

Tourist Visit to Yogyakarta also affects other sectors, which growing of this tourism sector then relates to other tourism sectors, for example is small and medium enterprises sector that have dependability on local culture. The People's Consultative Assembly stated it in STATE'S GUIDE LINES (MPR Act No. II/1993) which explained that small and medium enterprises are categorized as handy carft and home industries which

need to be developed into more efficient industry and able to develop independently, increase public income, create jobs, and has role in product and service provision for domestic and foreign needs.

To face this tourism demands, the government and society of Yogyakarta have developed small and medium enterprises that have cultural and indigenous perspectives of Yogyakarta. One of them is industry of wayang motif Leather craft product. The research site was in Bantul Regency Yogyakarta that consist of village Panggunharjo village Sewon, wukirsari village Imogiri, and Bangunjiwo village Kasihan. The three villages are referred as centrals for *wayang* leathercraft industry that also sale either directly or indirectly by having shops (art shop) in the production location. Expectation or goals from this research is it can probe related factors on decision in purchasing such products by overseas consumer (tourists), and find out which countries have potentials in becoming such products importers.

Problem Formulations

What are the factors taken into account by overseas consumers (tourists) in deciding to purchase Wayang (tatah sungging) Leather craft products at art shops in Bantul regency?

Which factors have dominant relationships in the purchase decision of Wayang (tatah sungging) Leather craft products at art shops in Bantul regency?

Aims and Applicative Significance of the Research

1. To know what factors are taken into account by overseas consumers (tourists) in deciding to purchase the Wayang (tatah sungging) Leather craft products at art shops in Bantul regency.
2. To know what factors have dominant relationships in the purchase decision of the Wayang (tatah sungging) Leather craft products at art shops in Bantul regency.
3. To improve selling value and added value of Wayang (tatah sungging) Leather craft products at art shops in Bantul regency.
4. To increase society income in general and prosperity of workers and employers of small and medium enterprises in Bantul Regency.
5. To assist the Industry, Trade and Cooperation Agency, Tourism Agency of Bantul and related Agencies in terms of developing and expanding product market for export.

Definition of consumer behavior

Consumer Behavior is a study that focuses at individual's perception in taking decision to make the best use of resources available (time, money, effort) to buy goods related to consumption. The study of consumer behavior as separated discipline from marketing was started when marketers realized that consumers do not always act or give reaction the same as stated in marketing theory.

The importance of consumer behavior

1. In Daily file
2. In purchasing decision making

Decision-making processes can be viewed as three different phases yet correlates to one another, namely: Input Phase, Process Phase and Output Phase.

Factors affecting Consumer Behavior

For the reason of motive which stimulates people's behavior and perception in determining its behavior direction, therefore we must evaluate factors that influence or give form on someone's perception. The factors are culture, social class, personal influence, family, and situation.

Phases of Purchasing decision Process

Phases of purchasing decision process can be depicted in a model hereunder (Philip Kotler and AB. Susanto, 1999; 251):



Source : Philip Kotler and AB. Susanto, Marketing in Indonesia, (1999: 251)

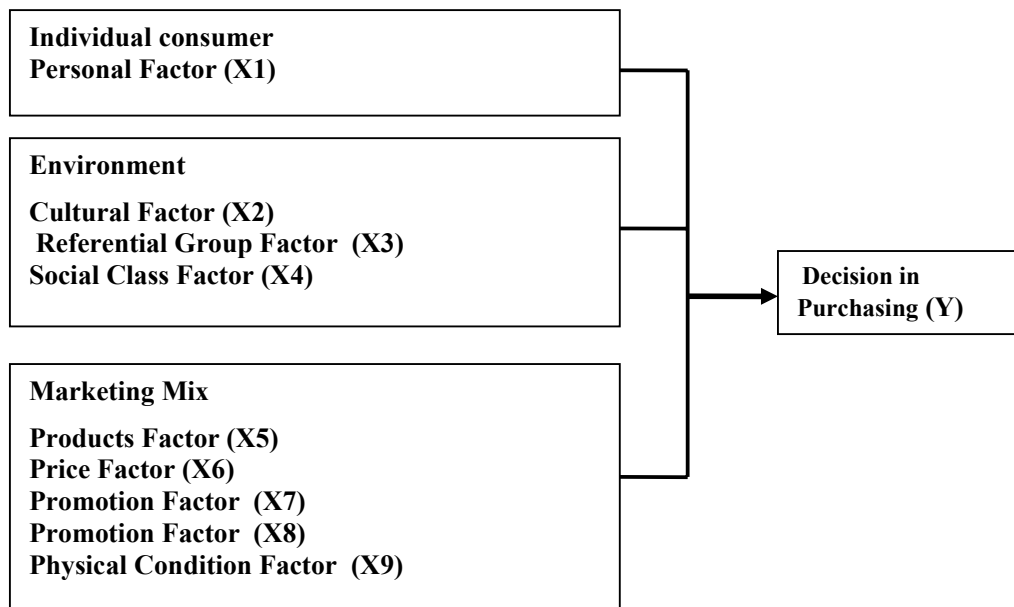
Figure 1. Phases of purchasing decision Process model

This model has assumption that consumers conduct five phases in conducting purchasing. The five phases above do not always happen, especially in purchasing that does not need high involvement. Consumers can pass some phases and its sequence is not suitable.

Conceptual Framework

In studying, analyzing and comprehending consumer, it is essential to have a conceptual framework which can provide guidance in composing applicative marketing strategy towards real factual condition. This conceptual Framework is based on integration of consumer behaviour models proposed by other researchers, and related supporting theories. Description of the conceptual framework is presented at following picture 2.

Figure 2. Conceptual Framework on Factors related to Consumer Behavior in Purchasing Decision on Wayang Leather craft (inlaid sungging) Products in Bantul Regency .



2. RESEARCH METHOD

The data in this Research are collected by taking some samples that represent population of overseas tourists who come to Yogyakarta especially who come to Bantul and visit shops (art shop) which sell wayang products. Population of this research is unknown and therefore based on Malhotra (1999), in determining number of samples, it can be conducted by calculating as minimum as four or five variables used. Because of the number of variables which are probed is 10 then samples that are specified are 300 responders. Sampling method in this research was conducted by employing accidental sampling method, that is intake sample method based on coincidence (sugiyono,1999). Research Variable is research object, or what become attention of a research (Arikunto, 2002: 96). In this research, there are 9 (nine) free variables (X) and one bound variable (Y).

Table 2. Research Variables

VARIABLES	SUB VARIABLES	INDICATOR	INSTRUMEN	SCALE
Independent Variables (X)	Personal Factor (X1)	1.	Product Knowledge	Self cognition (X1.P1) Prior Knowledge (X1.P2) When came to Indonesia (X1.P3) Ordinal
		2.	Culture value	Have interest on Javanese culture (X2.P1) There is also shadow-play of <i>wayang</i> (puppet) exhibition, or similar to it. (X2.P2) Personal interest on traditional Handy craft (X2.P3) Ordinal
		3.	Family cognition	Know Leather Craft Product from family members (X3.P1) Ordinal
	Referential Group Factor (X3)	4.	friends cognition	Know Leather Craft Product from friends (X3.P2) Know Leather Craft Product from neighborhood (X3.P3) Ordinal
		5.	Income	in my neighborhood always Purchase level of respondent Community (X4.P1) Income level(X4.P2) Consumptive and left style behavior (X4.P3) Ordinal
	Social Class Factor (X4)	6.	Design	Interesting Design (X5.P1) Ordinal
		7.	Quality	Quality (X5.P2) Ordinal
		8.	Materials	Materials (X5.P3) Ordinal
		9.	Uniqueness	Uniqueness (X5.P4) Ordinal
	Products Factor (X5)	10.	Size	Ornament(X5.P5) Ordinal
		11.	Price level	Types Product (X5.P6) Ordinal
		12.	Discount	Size (X5.P7) Ordinal
	Price Factor (X6)	13.	Exhibition	Price conformity level (X6.P1) With or without discount (X6.P2) Ordinal
		14.	Personal selling	Relatively affordable price (X6.P3) Ordinal
		15.	Ads	Information from Exhibition X7.P1) Information from guide (X7.P2) Ordinal
	Distribution Factor (X8)	16.	Transportation	Information from printed and electronic media (X7.P3) Ordinal
		17.	Distribution	In terms of transportation (X8.P1) The level of need of Expedition service (X8.P2) Ordinal
	Physical Condition Factor (X9)	18.	Building design	Direct purchase (X8.P3) Ordinal
		19.	parking lot	Interesting art shop Design (X9.P1) parking lot space (X9.P2) Ordinal
		20.	Product placement	Product placement level in the shop (X9.P3) Easy access to the shop (X9.P4) Ordinal
		21.	Access to the shop	
Bound Variable dependen Decision in Purchasing (Y)	Decision in Purchasing	1.	Decision in Purchasing product	Produk amount (Y1.P1) Willingness level in giving Recommendation (Y1.P2) Ordinal
		2.	Recommendation	Purchase competitiveness level (Y1.P3) Ordinal
		3.	Repurchasing	The level of Interest in becoming importer (Y1.P4) Ordinal
		4.	Willingness	

Data Analysis used to identify relationships between Personal factor ,Culture Factor , Referential group Factor ,Social class Factor, Product Factor, Price Factor , Promotion Factor, Distribution Factor, and Physical condition Factor with decision of purchasing wayang leather craft product is by using product moment correlation from Karl Pearson. Benefits of using this type of correlation are to test significances of two variables, to know the strengths and weaknesses of relationships, and to know the amount of retribution. Pearson correlation analysis is used to explain degrees of relationships between free variables (independent) with bound variable (dependent) by value : $-1 = rs = 1$, which:

- If value $r_s = -1$ or close to -1 , then correlation of two variables is very strong and negative which means that relationship characteristic of two variables is in contrary direction, that is to say if value X goes up then value Y will go down or vice versa.
- If value $r_s = 0$ or close to 0 , then correlation of two variables is very weak or no existed correlation at all.
- If value $r_s = 1$ or close to 1 , then correlation of two variables is very strong and positive, which means that relationship characteristic of two variables is in line, that is to say if value X goes up then value Y also goes up or vice versa.

Whilst criteria of correlation assessment according to Sugiyono (2003 ; 216) are:

Table 3. Criteria of correlation assessment

Coefficient Interval	Correlation Level
0.00 – 0.199	Very Low
0.20 – 0.399	Low
0.40 – 0.599	Middle (Fair)
0.60 – 0.799	Strong
<i>0.80 – 1.000</i>	Very Strong

Correlation calculation was conducted by using program SPSS 15.0 for windows. Because respondents' answers are measured by using lykert scale, then the scoring is in numeric 1,2,3,4 and 5, which means that the collected data are in ordinal data. Therefore, before the data were analyzed using correlation analysis model, the data were firstly transformed into interval data. The transformation was using method of successive, Hays (1976).

3. SURVEY RESULTS

Origin of Respondents

From 300 respondents who bought the wayang leather craft products, 147 respondents with percentage of 49% are from Europe (The Netherlands, French, UK and Italia). 54 respondents with percentage of 18 % are from America (USA). 99 respondents with percentage of 33 % are from Asia (Singapore and Malaysia).

Gender of Respondents

From 300 respondents who bought the wayang leather craft products, 194 respondents with percentage of 65 % are male and 106 respondents with percentage of 35% are female.

Types of Respondents' Activity

From 300 respondents who bought the wayang leather craft products, 42% or 126 respondents work as private sector employees. 33% or 100 respondents are students. 34 respondents or 11 % work as public (civil) servant, and the rest, 40 respondents or 13 % are from business community.

Respondents' Age

From 300 respondents who bought the wayang leather craft products, the biggest percentage of 65 % or 194 respondents are between age of 31 to 40 years old, followed by 97 respondents with percentage of 32 % between the age of 21 to 30 year old, and the rest is between the age of 41 s/d 50 year namely 9 respondents with percentage of 3%.

Test Result of Research Instrument

Validity and reliability test was previously conducted to 60 respondents who visited the wayang leather craft products shops before polling the questionnaire to respondents as data. From the result of instrument test, it can be concluded that each statement is valid.

Result of Validity Test

Before analyzing the data analysis with Pearson coefficient correlation, data from questionnaire must beforehand be tested on each score correlation of each questionnaire statement toward total score of variables or between X1.P1, X1.P2 and X1.P3 to Total X1 and up to X9.P1,X9.P2 and X9.P3 to X9 Total. Also at variable (Y) decision in Purchasing between Y1.P1, Y1.P2, Y1.P3, and Y1.P4 with Total Y.

Result of Reliability Test

Testing result on research reliability instrument indicates it is reliable. This condition is identified that all variables have reliability coefficient or alpha same as or more than 0,6. The result can be seen at the following tables:

Table 4. Result reliability analysis

Variables	Alpha	Explanation
Personal Factor (X1)	0,7249	Reliabel
Culture Factor (X2)	0,8098	Reliabel
Referential Group Factor (X3)	0,7112	Reliabel
Social Class Factor (X4)	0,6458	Reliabel
Products Factor (X5)	0,8806	Reliabel
Price Factor (X6)	0,7155	Reliabel
Promotion Factor (X7)	0,6321	Reliabel
Distribution Factor (X8)	0,7360	Reliabel
Physical Condition Factor (X9)	0,6883	Reliabel
Decision in Purchasing (Y)	0,7909	Reliabel

4. RESULTS AND DISCUSSIONS

Analysis of Spearman Rank Coefficient Correlation

From above calculation, it can be seen that variables which have relationships to purchasing decision (Y) are:

1. Factors, in sequence from the biggest to the lowest calculation, that are taken into account by respondents in deciding to purchase wayang (tatah sungging) leather craft products at shops (art shop) in Bantul Regency are: Personal factor (X1) 0,373, Physical Condition Factor (X9) 0,361, Product Factor (X5) 0,339, Referential Group Factor (X3) 0,334, Culture Factor (X2) 0,286, Social class Factor (X4) 0,181. This condition indicates that statistically Personal factor (X1) has biggest influence in determining decision of purchasing wayang (tatah sungging) leather craft products at shops (art shop) in Bantul. While Price Factor (X6), Promotion Factor (X7), and Distribution Factor (X8) in sequence are -0,109, -0,218, -0,241. So Price Factor, Promotion Factor, and Distribution Factor, do not have an influence in the decision of purchasing wayang (tatah sungging) leather craft products at shops (art shop) in Bantul.
2. Statistically, it can be concluded that the dominant factors from the biggest to the lowest calculation are Personal factor (X1), physical condition Factor (X9), Product Factor (X5) and Referential Group Factor (X3). For culture factor (X2) and Social Class Factor (X4), they are less dominant compared to four previous factors. Whereas Price Factor (X6), Promotion Factor (X7) and Distribution Factor (X8) can be concluded of having no relationships to decision to purchase.
3. In relation to the rising selling value and added value, then the six dominant factors related to factors of purchasing decision above must get major attention. Action that may be conducted is by providing wide range and accessible information regarding the products which can stimulate interests for people to buy the products.
4. Based on the data from the respondents, it can be identified that there is great potential in increasing public income in Bantul from crafting and selling the products. One of the ways is by expanding the market orientation to export the products to countries which have interests as identified from the questionnaire,

namely European countries of Netherland, UK, France and Italy, USA and Asian countries. The local government of Yogyakarta should establish export trade cooperation with those countries.

5. In general, the results of this research can be used as guidelines for local government of Bantul in setting up priority scale in developing Wayang leather craft SMEs.

Implications of Research

From the result, it can be identified that variables of Personal Factor, Physical Condition Factor, Product Factor, Referential Group Factor, Culture Factor and Social Class Factor relate to consumer behavior in the decision of purchasing wayang (tatah sungging) Leather Craft Products at shops (art shop) in Bantul Regency.

1. Personal Factor is the most dominant factor. The overseas tourists lifestyle also supports potential of purchasing the products as they come to Bantul on purpose of tourism. The personal Factor is shaped due to age in which from the research it is identified that most respondents age is between the age of 31 up to 40 years olds namely 194 respondents or 65% from total respondents, job status is in private sector with 126 respondents or 42 %, from gender, it is men with 194 or 65 %.

2. Physical condition factor. Art shops' owners are expected to pay attention on position and arrangement of the products to make easier for consumers in seeing and selecting certain products which they like. Attractive arrangement of the products can give impression of the products as high quality products.

3. Product Factor also has relationship in the decision. In this factor, variables which should be put into attention are quality, raw materials, and design. In terms of quality, owners can establish cooperation with suppliers to maintain quality as desired by consumers, such as quality of colour, qualified leather raw materials, mild sculpt on the ornaments. In terms of raw materials, owners establish cooperation with suppliers to ensure continuity of production, and provide competitive price from other suppliers. In terms of design, owners can have training to their workers to produce up-to-date designs as desired by consumers.

4. Referential Group Factor consists of variables regarding information about the products. Beside having information from tourist guide, owners should also pay attention in promoting the products through friendship and kinship of the tourists. It can be done by giving the best service to the tourists hence it is expected that when they return to their native country, they will promote the products to their friends and family.

5. Culture Factor is a factor which is closely attached to essence of culture itself in its relationship to the kind of products in this research, and here, it is the Javanese culture though the product has metamorphosed and its function becomes souvenir. In order to attract more tourists to appreciate the wayang products, there should be wayang exhibition and show such as Ramayana as performed at Prambanan Temple and Public Fair Park in Yogyakarta.

6. Local government of Bantul Regency, in this case Agency of Industry, Trade and Cooperation should establish cooperation with countries which have interest on the products. From this research, it can be identified which countries have significant interest in marketing and selling the products in their home countries. For Agency of Facility and Infrastructure, the agency should build and maintain the shop building design, parking lot, product arrangement, and accesses to location, especially to three villages of Panggungharjo Sewon, Wukirsari Imogiri and Bangunjiwo Kasihan, Bantul Yogyakarta. Also accommodations such as inn and hotels should be established too. Agency of tourism is expected to promote the products and location of the three villages to other countries.

Conclusion

1. Factors, in sequence from the biggest to the lowest calculation, that are taken into account by respondents in deciding to purchase wayang (tatah sungging) leather craft products at shops (art shop) in Bantul Regency are: Personal factor (X1) 0,373, Physical Condition Factor (X9) 0,361, Product Factor (X5) 0,339, Referential Group Factor (X3) 0,334, Culture Factor (X2) 0,286, Social class Factor (X4) 0,181. This condition indicates that statistically Personal factor (X1) has biggest influence in determining decision of purchasing wayang (tatah sungging) leather craft products at shops (art shop) in Bantul. While Price Factor (X6), Promotion Factor (X7), and Distribution Factor (X8) in sequence are -0,109, -0,218, -0,241. So Price Factor, Promotion Factor, and Distribution Factor, do not have an influence in the decision of purchasing wayang (tatah sungging) leather craft products at shops (art shop) in Bantul.
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Factors related to purchasing decision can be elaborated as follows:

- a. Personal factor consists of knowledge by oneself, Previous Knowledge and know when they come to Indonesia as implied in their private data about, Age, Job and gender.
- b. Physical Condition Factor consists of design of shops building, parking lot, product position and arrangement, and access to location.
- c. Product Factor consists of design, quality, material, uniqueness and size.
- d. Referential Group Factor consists of knowledge from family, knowledge from friend and environment (neighbors).
- e. Culture Factor consist of liking the products because they are Javanese culture, liking the products because there are similar products in their home countries, and liking the products because they are traditional handy crafts.
- f. Social class Factor consists of level of society purchasing, rate of income, High and consumptive life style.

Suggestions

- a. For owners of art shops
 - To improve product factor, in terms of quality, owners can establish cooperation with suppliers to maintain quality as desired by consumers, such as quality of colour, qualified leather raw materials, mild sculpt on the ornaments. In terms of raw materials, owners establish cooperation with suppliers to ensure continuity of production, and provide competitive price from other suppliers. In terms of design, owners can have training to their workers to produce up-to-date designs as desired by consumers.
 - Give the best service to the tourists hence it is expected that when they return to their native country, they will promote the products to their friends and family.
 - Adapt type or function and its product in order to be more various and innovative in accordance with need of tourists' background without altering leather wayang characteristics as main ornament.
 - Have profitable cooperation with guides from travel agents by giving additional incentive that can please and gratify guides.
 - Attractive arrangement of the products to give impression of the products as high quality products.
- b. For related local government
 - Do intensive training for SMEs, art shops, and workers to improve quality of the products.
 - Give capital loan that suits ability of art shop owners and workers.
 - Assist researchers especially students in conducting research for improving tourism in Bantul Regency and Indonesia in general.
- c. Researchers realize that this research's result is far from perfection due to language challenge, and there were some tourist which refused to answer the questionnaire. Other researchers can continue this research to a more complex objects and variables.

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